



**Tourism Advisory Board Meeting
AGENDA
Thursday December 4, 2025
11:00AM-2:00PM**

**Dolly Reed Plaza Conference Room
711 E Wells Ave
Pierre SD 57501**

- 11:00 – 11:05 AM -Welcome and opening comments – **President Lesch & Secretary Jim Hagen**
- 11:05 – 11:10 AM - Compliance with SB 74 – **Deputy Secretary Wanda Goodman**
- 11:10 – 11:30 AM - Board reports
- 11:30 – 11:35 AM - Latest revenue numbers – **Hallie Willey**
- 11:35 – 11:40 AM - Rose Parade update – **Katlyn Svendsen**
- 11:40 – 11:45 AM - 2026 Tourism Conference update – **Bailey Tysdal**
- 11:45 – 11:50 AM - Rushmore fireworks update – **Deputy Secretary Wanda Goodman**
- 11:50 – 11:55 AM - America 250 update – Stars & Stripes Passport, Vacation Guide cover and content, TravelSouthDakota.com dedicated pages
- 11:55 AM – 12:30 PM – **BREAK for LUNCH**
- 12:30 – 12:45 PM - Winter marketing update – **Mike Gussiaas**
- 12:45 – 1:15 PM - Focus groups deep dive – **Calvin Bloemendaal**

- 1:15 – 1:35 PM - Tourism Conference Awards voting – **Secretary Jim Hagen and Team**
- a. Rooster Rush Community Award – **Thad Friedeman**
 - b. Rally Rush Community Award – **Thad Friedeman**
 - c. Rising Star – **Deputy Secretary Wanda Goodman**
 - d. Ziolkowski – **Kirk Hulstein**
 - e. A.H. Pankow – **Katlyn Svendsen**
 - f. Mickelson Awards – **Bailey Tysdal**
 - g. Norbeck Excellence in Tourism Innovation – **Secretary Jim Hagen**
 - h. Ben Black Elk – **Secretary Jim Hagen**

1:35 PM – 2:00 PM - Open forum

2:00 PM - Closing comments – **President Ann Lesch & Secretary Jim Hagen**

Upcoming 2026 meeting dates and locations:

Tuesday, January 20, 2026 – Pierre

April 22-23, 2026 – Mitchell

July 15-16, 2026 – Box Elder

October 7-8, 2026 – Milbank

December 2-3, 2026 – Pierre

MERRY CHRISTMAS and HAPPY NEW YEAR!